

WOMEN FIRST HEALTHCARE INC
Form SC 13G/A
February 12, 2004

CUSIP No. 978150 10 0

Page 1 of 5 Pages

SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

SCHEDULE 13G
(Rule 13d-102)

INFORMATION TO BE INCLUDED IN STATEMENTS FILED PURSUANT
TO RULES 13d-1(b), (c) AND (d) AND AMENDMENTS THERETO FILED
PURSUANT TO RULE 13d-2(b)

(Amendment No. 3)1

WOMEN FIRST HEALTHCARE, INC.

(Name of Issuer)

COMMON STOCK

(Title of Class of Securities)

978150 10 0

(CUSIP Number)

December 31, 2003

(Date of Event Which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this Schedule
is filed:

- Rule 13d-1(b)
- Rule 13d-1(c)
- Rule 13d-1(d)

1 The remainder of this cover page shall be filled out for a reporting
person's initial filing on this form with respect to the subject class of
securities, and for any subsequent amendment containing information which would
alter disclosures provided in a prior cover page. The information required on
the remainder of this cover page shall not be deemed to be "filed" for the
purpose of Section 18 of the Securities Exchange Act of 1934 or otherwise
subject to the liabilities of that section of the Act but shall be subject to

Edgar Filing: WOMEN FIRST HEALTHCARE INC - Form SC 13G/A

all other provisions of the Act.

CUSIP No. 978150 10 0

Page 2 of 5 Pages

1. NAMES OF REPORTING PERSONS

I.R.S. IDENTIFICATION NO. OF ABOVE PERSONS (ENTITIES ONLY)

Johnson & Johnson
22-1024240

2. CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP

(a) []
(b) []

3. SEC USE ONLY

4. CITIZENSHIP OR PLACE OF ORGANIZATION

New Jersey

NUMBER OF
SHARES
BENEFICIALLY
OWNED BY
EACH
REPORTING
PERSON
WITH

5. SOLE VOTING POWER

0

6. SHARED VOTING POWER

218,042 shares of Common Stock
(issuable upon exercise of warrants)

7. SOLE DISPOSITIVE POWER

0

8. SHARED DISPOSITIVE POWER

218,042 shares of Common Stock
(issuable upon exercise of warrants)

9. AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

218,042 shares of Common Stock
(issuable upon exercise of warrants)

10. CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES

[]

11. PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9)

0.81%

12. TYPE OF REPORTING PERSON

CO

Edgar Filing: WOMEN FIRST HEALTHCARE INC - Form SC 13G/A

CUSIP No. 978150 10 0

Page 3 of 5 Pages

1. NAMES OF REPORTING PERSONS

I.R.S. IDENTIFICATION NO. OF ABOVE PERSONS (ENTITIES ONLY)

Johnson & Johnson Development Corporation
22-2007137

2. CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP

(a)
(b)

3. SEC USE ONLY

4. CITIZENSHIP OR PLACE OF ORGANIZATION

New Jersey

NUMBER OF
SHARES
BENEFICIALLY
OWNED BY
EACH
REPORTING
PERSON
WITH

5. SOLE VOTING POWER

0

6. SHARED VOTING POWER

218,042 shares of Common Stock
(issuable upon exercise of warrants)

7. SOLE DISPOSITIVE POWER

0

8. SHARED DISPOSITIVE POWER

218,042 shares of Common Stock
(issuable upon exercise of warrants)

9. AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

218,042 shares of Common Stock (issuable upon exercise of warrants)

10. CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES

11. PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9)

0.81%

12. TYPE OF REPORTING PERSON

CO

Edgar Filing: WOMEN FIRST HEALTHCARE INC - Form SC 13G/A

CUSIP No. 978150 10 0

Page 4 of 5 Pages

Amendment No. 3 to Schedule 13G (Final Amendment)

Reference is hereby made to the statement on Schedule 13G filed with the Securities and Exchange Commission on February 14, 2001, Amendment No. 1 thereto filed on February 14, 2002 and Amendment No. 2 thereto filed on February 4, 2003 (as so amended, the "Schedule 13G"). Terms defined in the Schedule 13G are used herein as so defined.

The following items of the Schedule 13G are hereby amended and restated as follows:

ITEM 4. OWNERSHIP.

(a) Amount Beneficially Owned:

J&J: 218,042 shares of Common Stock (issuable upon exercise of warrants)
JJDC: 218,042 shares of Common Stock (issuable upon exercise of warrants)

(b) Percent of Class:

J&J: 0.81%
JJDC: 0.81%

(c) Number of shares as to which such person has:

(i) sole power to vote or to direct the vote:

J&J: 0
JJDC: 0

(ii) shared power to vote or to direct the vote:

J&J: 218,042 shares of Common Stock (issuable upon exercise of warrants)
JJDC: 218,042 shares of Common Stock (issuable upon exercise of warrants)

(ii) sole power to dispose or to direct the disposition of:

J&J: 0
JJDC: 0

(iv) shared power to dispose or to direct the disposition of:

J&J: 218,042 shares of Common Stock (issuable upon exercise of warrants)
JJDC: 218,042 shares of Common Stock (issuable upon exercise of warrants)

ITEM 5. OWNERSHIP OF FIVE PERCENT OR LESS OF A CLASS.

If this statement is being filed to report the fact that as of the date hereof the reporting persons have ceased to be the beneficial owners of more than five percent of the Common Stock, check the following [x].

Edgar Filing: WOMEN FIRST HEALTHCARE INC - Form SC 13G/A

CUSIP No. 978150 10 0

Page 5 of 5 Pages

SIGNATURE

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

JOHNSON & JOHNSON

By /s/ Michael H. Ullman

Name: Michael H. Ullman
Title: Secretary

Dated: February 11, 2004

JOHNSON & JOHNSON DEVELOPMENT CORPORATION

By /s/ Eric B. Jung

Name: Eric B. Jung
Title: Secretary

Dated: February 11, 2004